

AUTOMATED RETAIL WEBSITE CREATION

ABSTRACT OF THE DISCLOSURE

A website constructing tool for retailers streamlines and substantially automates the task of creating a website for retailers that buy their merchandise from a plurality of vendors. The system avoids the laborious, painstaking, unstructured and unformatted approach to the creation of a retailer website by enabling a retailer website to be constructed by resetting certain criteria and formats for the graphic design and merchandise categories and selection. Thereafter, the system enables substantially automatic selection of the relevant merchandise information from the databases or websites of the vendors, in a manner which populates and inserts into the retailer website the relevant information about available merchandise meeting the criteria, format and organization of the retailer website.

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